



MEDIA BUY SUMMARY

IMPAIRED DRIVING - LABOR DAY

2021 HIGH-VISIBILITY ENFORCEMENT CAMPAIGN



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

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Executive Summary

Each year, there is an increase in impaired driving fatalities that coincides with celebrations and travel surrounding the Labor Day time period. The National Highway Traffic Safety Administration (NHTSA) supports an Impaired Driving national mobilization during these time periods through a nationwide, high-visibility enforcement

The national paid media advertising campaign is targeted primarily at 21- to 34-year-old males, those most likely to be involved in fatal alcohol-impaired driving crashes, and 18- to 34-year-old males—those most likely to be involved in fatal drug-impaired crashes—to educate them on the risk and consequences of impaired driving. Additionally, there will be a concurrent effort to target 25- to 54-year-old male motorcycle riders—those most likely to be in fatal alcohol-impaired motorcycle crashes.

State departments of transportation (SDOTs) and state highway safety offices (SHSOs) may wish to reference these paid media recommendations to guide their own media buys during the HVE period, or to adapt tactics and approaches for their own campaigns. Detailed recommendations for SDOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

Media selection is based on usage among the target audience and cross tabulated with heavy consumers of beer and other alcoholic beverages as well as marijuana users. The Ride Sober target audience will also target those males who own motorcycles. Based on the short duration of increased enforcement that the campaign message is aligned with, the campaign aims to quickly establish broad reach and a high frequency to drive message penetration

The 2021 media buy will use television, radio, out-of-home (OOH), digital and paid social media tactics to reach the target audience. Strategies are based on the most current research as well as insights gleaned from past campaign performance.

Because nearly 100% of the target audience is connected to the internet, the media buy focuses heavily on digital tactics. These will be led by mobile delivery methods, including smartphones and tablets, to increase overall impressions from what was planned in 2020. The digital media buy includes custom native content via direct publisher partners, programmatic video, streaming, display and social media channels.

The digital buy will be supplemented by traditional TV and radio advertising, as well as OOH tactics, since more time is being spent than ever before consuming media through multiple methods. This comprehensive strategy will allow for a variety of touchpoints using consistent creative across each tactic to reach consumers repeatedly and build brand awareness.

For TV, the media buy will reflect recent changes in how consumers are watching content. Over-the-top/connected TV (OTT/CTV) use has replaced traditional cable, but many users still watch a large amount of livestreamed content during the popular prime time hours. Therefore, the TV buy includes both linear TV and OTT/CTV tactics. Linear TV, bought programmatically, will reach the target audience on their most-watched cable networks—and OTT/CTV will be heavily weighted to reach increasing numbers of cord-shifters from linear TV.

Terrestrial radio has tremendous reach among the target audience and is an important component of the media buy for both the general market and Spanish-speaking Hispanic market. Digital audio and podcast ads will reach these audiences in their cars where they are not buckling up. Finally, OOH tactics will extend the reach of the TV and video elements of the campaign.

Campaign At-A-Glance

With a relatively short campaign window of only three weeks, the national 2021 Labor Day Impaired Driving HVE campaign will include a combination of traditional broadcast (TV and radio), OOH ads, digital and paid social media to ensure that the target audience is seeing and hearing the message as many times as possible during the flight. The plan seeks to quickly build reach and frequency to connect the target audience with the Impaired Driving and Riding messages as many times as possible.

Planned Campaign Assets

Figure 1: Campaign Asset Table

Language	Asset	Where Used
Drive Sober or Get Pulled Over – Alcohol Impaired		
English	Tsunami	TV, Digital, Radio
Spanish	The Price You Pay	TV, Digital, Radio
If You Feel Different, You Drive Different Drive High. Get a DUI – Drug Impaired		
English	Feel Different	TV, Digital, Radio
English	Spotted Driving High	Digital
Spanish	Portrait of a Choice	TV, Digital, Radio
Ride Sober or Get Pulled Over – Alcohol Impaired Motorcycle		
English	Cross the Line	TV, Digital

Advertising Period

Wednesday, August 18–Sunday, August 22

Wednesday, August 26–Sunday, August 29

Wednesday, September 1–Monday, September 6

Figure 2: Labor Day Campaign Calendar

August 2021

Su	M	T	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2021

Su	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11

*Dates highlighted indicate planned flight dates for the campaign.

Target Audience

Target Audience breakdown by campaign message:

- ▶ Drive Sober or Get Pulled Over
 - Primary: 21- to 34-year-old English-speaking males
 - Secondary: 21- to 34-year-old Spanish language-reliant males
- ▶ If You Feel Different, You Drive Different. Drive High Get a DUI.
 - Primary: 18- to 34-year-old English-speaking males
 - Secondary: 18- to 34-year-old Spanish language-reliant males
- ▶ Ride Sober (Motorcycle)
 - 25- to 54-year-old English-speaking males

Working Media Budget

The total budget for the 2021 Impaired Driving Labor Day campaign is \$12 million.

Television

The general market TV plan focuses on sports that are expected to be played during the Impaired Driving campaign and will include MLB, NFL, College Football and Premier League programming on sports networks as well as general entertainment programming primarily supplied via audience targeting.

Unlike traditional linear TV platforms, audience targeting technology adds a layer of data so that NHTSA can go beyond age/gender targeting to include additional attributes, such as whether they own a car or are heavy mobile phone users, to be more precise in delivering the message. The programmatic plan will reach the audience using local inventory across the country pulled together into a network buy.

OTT/CTV will be used to reach audiences who do not view content via a cable-connected TV.

General Market Linear TV

Continuum Media Network

Continuum Media is a national programmatic advertising platform, reaching 20 million homes in the U.S., including both set-top-box and smart TV devices. Continuum provides inventory from the top 150 cable networks and over 600 broadcast stations nationally.

Continuum uses local inventory across all major affiliate groups along with strong independent station inventory. Layering in daily viewing data from Nielsen Sigma performance tracking combined with MRI data produces a unified database to create a plan that is highly targeted.

This plan will use approximately 30 high-performing networks running across four dayparts. During this flight, Continuum will use stations like ESPN, Fox Sports 1, NFL Network and MLB Network to ensure the demographic is being reached through sports. The programmatic buy will use a mix of :30 messages (85%) and :15 messages (15%).

Continuum will deliver **7.2 million** to the target audience over the flight.

Continuum will also be included in the Winter Holiday recommendation.

NBC Sports – NBC Sports Network

NBC Sports and NBC Sports Network are both divisions of the NBC network solely dedicated to sports programming. The plans on NBC Sports and the NBC Sports Network (NBCSN) will run during the NFL pre-season games and in multiple Premier League matches. NBCSN includes a marquee unit during each Premier League match. A marquee will be a :10 animation that will appear in the upper left-hand corner of audience screens within game. Along with the :10 animation, the NHTSA campaign logo will appear next to the in-game clock for three minutes of the match. This will allow NHTSA branding to continue past advertising breaks and guarantees the message will reach a captive audience.

NBCSN will deliver **1.5 million impressions**. NBC Sports will deliver **2.1 million impressions** for a total of **3.6 million impressions**.

NBC Sports and NBCSN will also be included in the Winter Holiday recommendation.

Simulmedia

Simulmedia is an automated TV buying platform that reaches over 120 million Nielsen households in the U.S. Simulmedia includes units in all cable networks and dayparts, including advertising in video-on-demand services. The buy is designed to maximize reach by using a large number of networks across several dayparts. One of the benefits of Simulmedia is that the impressions are guaranteed and result in a much lower cost per thousand (CPM) than buying directly with the networks. This ensures NHTSA is reaching more of the target audience more efficiently.

Network allocation percentages are calculated based on real-time viewership. Because programming changes happen regularly, due to changing sports leagues starting and ending times, new seasons of popular TV shows beginning and ending, etc., these network allocations fluctuate and are most accurate closer to the campaign start date. Therefore, network allocation percentages will be optimized approximately five to seven days prior to the campaign start date. This will ensure that only the most engaging and efficient networks are included in the final buy.

The buys will be guaranteed against the Drive Sober and Ride Sober target audiences, but we will layer in additional targeting to further optimize the buys to reach those who consume alcohol and/or own motorcycles.

Simulmedia will deliver **more than 8.1 million paid impressions** to the male 21- to 34-year-old target audience for alcohol-impaired messaging only. An additional **25.5 million impressions** will target the male 25- to 54-year-old motorcycle rider. Together, Simulmedia will deliver **33.6 million impressions**.

Simulmedia will also be included in the Winter Holiday recommendation, although the allocation will be smaller as there will be no motorcycle schedule.

Turner Sports

Turner Sports is a leader in cable sports and has major sports partnerships with TBS and TNT. The recommended plan for Turner Sports includes linear television and digital components to take advantage of the platforms that best reach the target audience.

The Labor Day flight falls toward the end of the MLB season when teams are solidifying playoff spots and interest grows, even among casual fans. This plan will utilize this timing to showcase NHTSA's message in a package with MLB that spans multiple games. Messages will run during live MLB games and digitally casted on the Turner Sports Live Video Exchange. The digital strategy runs the Impaired Driving creative on desktop and mobile. Along with :15 and :30 creative, the digital portion supports companion banners to run within live games.

While the flight has a heavy MLB focus, it also falls at the start of the College Football season. Turner Sports will provide a homepage takeover on NCAA.com, which will get NHTSA's message in front of college football fans preparing for the season.

The plan will deliver more than **7.3 million impressions**.

As added value, Turner will provide :10 billboards during three MLB games.

Turner Sports will also be included in the Winter Holiday recommendation, but instead of MLB programming, there will be NBA programming.

Xandr – DirecTV

Xandr is an extension of Turner Sports on the cable provider DirecTV. Similar to the Turner Sports buy, Xandr will run NHTSA messages during live MLB and college football games. These spots will be guaranteed to run in game on the popular sports cable stations ESPN, Fox Sports 1, TNT and NFL Network.

Xandr will deliver **5.5 million guaranteed impressions**.

Xandr will also be included in the Winter Holiday recommendation, but sports programming will include Games of the Week on ESPN and TNT.

Spanish-Language Linear TV

Azteca

Azteca America is a leading Spanish-language network in the U.S. with more than 65 affiliates. TV Azteca produces more than 8,000 hours of content, operates music label Azteca Music, supports the internet portal Azteca Web and owns the Monarcas Morelia soccer team.

Azteca's efficient CPM maximizes the media investment and drives the media plan frequency. Thirty-second units will run across daytime, early fringe, weekend, news, prime and sports dayparts. The programming includes, but is not limited to, shows such as, "Al Extremo Fin de Semana," "Cine a la Mexicana" and "Escape Perfecto."

Azteca will deliver a total of **431,000 impressions**.

Azteca will also be included in the Winter Holiday recommendation.

beIN Sports

beIN Sports, a relatively new partner, is a Spanish-language international sports network delivering live games, news and analysis of top leagues from around the world.

The beIN Sports plan will help maximize the reach of the media plan with an efficient CPM through sports content that indexes high with the target audience. Programming includes premium soccer, sports news and beIN soccer shows.

beIN Sports will deliver **479,000 impressions**.

beIN will also be included in the Winter Holiday recommendation.

ESPN Deportes

ESPN Deportes (ESPN Sports) is a cable TV and radio network dedicated to broadcasting sports-related programming 24 hours a day to the Spanish-speaking community in the United States.

Due to significant under delivery in 2020 Winter Holiday, the ESPN Deportes schedule will be delivered via Audience Deficiency Units (ADU) instead of paid advertising. Spots will be delivered in programming that may include:

- ▶ Live Sports, including MLB and NFL programming
- ▶ International Soccer
- ▶ Highlights and analysis shows such as “Fútbol Picante” and “SportsCenter”

ESPN Deportes: **ADU Impressions TBD.**

ESPN Deportes will not be included in the Winter Holiday recommendation.

Estrella TV

Estrella TV is a multi-platform, Spanish-language media company operating across the largest U.S. Hispanic markets. It is one of the largest producers of Spanish-language TV content.

Estrella TV will help extend the reach with the target audience using their entertainment programming. Impaired Driving spots will run during top-rated programming, including comedy, reality and sports. Programming will include sports updates, Estrella TV Deportes and “Charreadas En Fuego.”

Estrella TV will deliver a total of **399,000 impressions**.

Estrella will also be included in the Winter Holiday recommendation.

NBC Universal – Telemundo

NBC Universal reaches 26.4 million Spanish speakers every month, making it one of the most-viewed Spanish-language TV networks in the United States, according to Nielsen TV data.

Telemundo will reach the Spanish-reliant target audience with a daypart mix that will include the full broadcast day.

Telemundo will deliver more than **1.2 million impressions**.

Telemundo will also be included in the Winter Holiday recommendation.

Simulmedia

Simulmedia is a new partner being activated to reach the Spanish-reliant target audience. The campaign will run across programming on approximately 27 Spanish-language networks and cover all seven dayparts. The buy will exclude Univision and Telemundo for an unduplicated delivery of the network TV plan.

As with the general market plan, network allocation percentages will be optimized approximately five to seven days prior to the campaign start date. The buys will be guaranteed against the male 21- to 34-year-old target audience, but we will layer in additional targeting to further optimize the buys to reach those who consume alcohol. Additionally, an 18-34 male target audience will be used to deliver the drug-impaired message.

Simulmedia will deliver **5.2 million paid impressions** to the target audience using a mix of the :30 message (85%) and the :15 message (15%).

Simulmedia will also be included in the Winter Holiday recommendation.

Univision

Univision is a leading Hispanic media company that provides Spanish-reliant audiences with news, sports and entertainment content across broadcast and cable TV, as well as audio and digital platforms. Univision owns or operates 65 TV stations in major U.S. Hispanic markets.

The Univision plan will run a mix of :30 and :15 spots with a daypart mix that will include early morning, news, prime time and late night. The programming includes units on the popular programs "Despierta America" and "Contacto Deportivo," which will also create a custom segment to run during the flight, as they have in prior campaigns.

Univision will deliver a total of **540,000 impressions**.

Univision will also be included in the Winter Holiday recommendation.

General Market Over-the-Top/Connected TV (OTT/CTV)

The Trade Desk (TTD)

The Trade Desk (TTD) is a demand-side platform (DSP) that allows NHTSA to use data-driven technology to reach the target audience across non-linear devices. TTD will be used to extend the linear TV campaign to those customers who have stopped paying for traditional cable television and target them on the platforms they use the most. In-flight monitoring and optimizations will ensure the schedules reach the desired frequency level for maximum effectiveness. By using TTD, NHTSA will receive increased incremental reach to those using streaming TV offerings or full-episode players. Through TTD, impressions will be delivered across the Open Exchange, Hulu and Spot X.

TTD OTT/CTV plan will **deliver over 24.8 million impressions** targeted to general market males who are 21- to 34-years-old who own a vehicle. Motorcycle targeting will not be included.

TTD will also be included in the Winter Holiday recommendation.

Spanish-Language OTT/CTV

Hulu (TTD)

Hulu inventory will be accessed via TTD to increase incremental reach to the Spanish-language target audience using streaming TV offerings. The plan with Hulu will deliver 4 million impressions to the Hispanic target audience.

PrendeTV – New Partner

PrendeTV was launched by Univision in March 2021 and is being marketed as the first and only service of its kind catering to U.S. Hispanics who consume Spanish-language content. It includes 40 streaming channels, and video-on-demand content drawn from Univision's content library with additional content from its longtime programming partner, Mexico's Televisa.

Additionally, PrendeTV will feature content from Spanish-language partners around the world, including Banijay, Blue Ant Media, Calinos, Caracol, Cisneros, Filmrise, Globo, Nelvana and RCN.

Partnering with PrendeTV offers NHTSA a new platform to reach the Spanish-language target, extend the reach and complement the linear TV schedule.

Prende TV will deliver a total of **544,000 impressions**.

Prende will also be included in the Winter Holiday recommendation.

Sabio – New Partner

Sabio is a new CTV/OTT partner that utilizes mobile and app data to target audiences across devices with a variety of validated publishers. Audiences are curated by gathering data from apps used by the target audience and then Impaired Driving ads are served to them while they are consuming streaming content. For example, to reach the male 21- to 34-year-old Spanish-speaking target audience, data will be collected via apps that index high with that audience. Additionally, Sabio technology can target neighborhoods that are densely populated with those who identify as Hispanic to further target the audiences. Through this partnership, the Impaired Driving message will be extended to the Spanish-speaking audience on non-skippable OTT and mobile platforms.

The alcohol-impaired target will be reached using data from apps that are used by 21- to 34-year-old Hispanic males who live in Hispanic-dense neighborhoods and are auto owners and alcohol enthusiasts.

The drug-impaired audience will be reached by using data from apps that target marijuana users and are used by 18- to 34-year-old Hispanic males.

Sabio TV will deliver **1.5 million total impressions and an estimated 45,000 added value impressions**.

Radio

Terrestrial radio, along with accompanying streaming services and podcasts, will amplify the entire campaign by adding frequency to the messaging. High-reach networks will be used to garner the highest reach potential with the target audience. Additionally, radio show hosts popular with the target audience will be used to lend their voices to the campaign and add credibility to the message.

General Market Radio

iHeartMedia

iHeartMedia (iHM) is a leading multi-platform media company offering traditional radio broadcasting through Premiere Networks, online, mobile, digital social media, podcasts, personalities and influencers. iHM serves 150 local markets with 858 terrestrial radio stations in addition to its digital radio platform, which is available on 260+ platforms and over 2,000 devices. iHM has been a longtime NHTSA partner and continuously offers significant added value to the campaigns.

The plan with iHM will include terrestrial radio as well as influencer-voiced digital audio and podcasts.

Terrestrial Radio – Premiere Networks Spot Placement

This plan is built for efficiency, returning a comparatively low CPM while still achieving reach.

The radio schedule will deliver across 29 networks that over-index with the target audience. The following networks will be included and will run NHTSA's produced spots:

- ▶ **Accelerate** connects the adult demographic with a wide variety of formats, including country, hip-hop, R&B, adult contemporary and adult hits. It has 92.9% U.S. coverage and is 54% male.
- ▶ **Fox Sports Radio** is one of the most popular networks for the ultimate sports fan, featuring legendary sports talk hosts. It is 88% male and reaches 96.6% of the U.S.
- ▶ **Infinity** reaches a majority male audience (55%) through a country-heavy network of stations covering 88.4% of the U.S.
- ▶ **Momentum** is made up of affiliates in mid-size and smaller markets with a variety of formats, including country, hip-hop and R&B. This network of stations is 56% male.
- ▶ **Pluto** delivers a fairly even mix of males (51%) and women (49%) through this country format network. Affiliates includes top-ranked stations in top and mid-size markets covering nearly 100% of the U.S.
- ▶ **Structure** targets young males in top and mid-size markets through a mix of country and rock stations reaching 98.6% of the U.S.

In addition to running NHTSA's produced spots, the following radio personalities will voice-over spots and include in-program mentions, adding influencer credibility and a personal connection with the audience. These personalities have personally responded with their intent to engage with the campaign in a personal way.

- ▶ **"After MidNite with Cody Alan"** blends country and CHR formats, the biggest names in the music industry often make this program their first stop for making big announcements or sharing new music. Cody will continue voicing NHTSA's spots, and is a good fit for the campaign. With two kids on the road now, he can speak to impaired driving from a father's point of view.
- ▶ **"The Ben Maller Show"** is a sports talk show that offers informative insight and stimulating opinions to sports fans every evening. With an 85% male audience, this is a natural fit for the Impaired Driving campaign.
- ▶ **"Bobby Bones Weekend Countdown"** is a four-hour music program, counting down the top 30 country songs of the week. Bobby's prior experience with having a drunk driving infraction and his subsequent sobriety makes him a powerful influencer for the campaign.
- ▶ **"The Breakfast Club"** is an iconic New York City-based morning show that brings the top R&B and hip-hop hits to major markets across the country. Charlamagne Tha God, Angela Yee and DJ Envy are a diverse cast of multi-platform stars. Charlamagne talks openly of his near-death experience after drinking and driving and is passionate about the Impaired Driving message.
- ▶ **"Outkick the Coverage"** on Fox Sports is a sports talk show hosted by multi-platform sports personality, Clay Travis. As 88% of his listeners are within the target audience, this is a natural fit for the campaign.
- ▶ **"The Herd with Colin Cowherd"** is an entertaining, topic-driven sports program that is focused on storytelling. Colin cares deeply about his listeners' well-being and the Impaired Driving message is important to him. In addition to airing on the Fox Sports Radio Network, the program airs simultaneously on Fox Sports 1, expanding the audience reach, which is made up of 91% young males.
- ▶ **"Crook & Chase Countdown"** is hosted by a male-female duo who have been in the country music industry for over 30 years. The voiced reads will air in "Bound for the Countdown" and the "Fastest Rising Song" features of the program.
- ▶ **"The Doug Gottlieb Show"** is a fast-paced program that features Gottlieb's unique perspective on the latest sports headlines. The program has a 90% male audience.
- ▶ **"The Jason Smith Show"** is a sports talk show hosted by an Emmy-award winning producer and NFL Network host. The audience is 79% male.
- ▶ **"The Odd Couple"** is made up of two seasoned veteran reporters, Rob Parker and Chris Broussard, who provide their male-dominated audience with dynamic discussions about current events in sports.

The Premiere Networks portion of the iHM plan will deliver approximately **36.8 million paid impressions**.

Influencer Integration

For the non-Premiere Network portion of the plan, iHM will engage an influencer partnership with the band AJR. This will include voiced :15 and :30 spots, traffic network and all other SmartAudio and podcast applications.

- ▶ **AJR**—The band recently had a #1 song, “BANG,” which recently won a 2021 Billboard Music Award for Top Rock Song, and is currently planning arena level shows. They are very relevant, rarely drink and have responded positively to the concept. AJR has 490,000 Instagram followers that skew male (52%) and are between the ages of 18- to 34-years-old (93.4%).

The influencer voiced spots will be aired on the following iHeart digital audio platforms and will deliver 1.5 million paid impressions:

- ▶ **iHeartMedia Sports Report**—:15 voiced messages and live reads will run across the iHM Sports Network to increase reach and frequency. A total of 1,766 units will run during the flight, with 90% guaranteed to run in prime dayparts.
- ▶ **Podcast integrations**—:15/:30 audio messages on the iHeartMedia podcast network will take the message in-depth with the target audience. Podcasts will be nationally placed and distributed on all major platforms (Apple Podcast, Google Play, Stitcher, etc.).

The paid portion of the plan will deliver a total of **38.4 million impressions**.

Added Value

The added-value portion of the plan represents 78% of the iHeartMedia plan. Added value includes influencer integrations with bonus distribution on the following networks:

- ▶ **Ryan Seacrest**—Voiced spots and in-program mentions
- ▶ **Bobby Bones**—Voiced spots and in-program mentions
- ▶ **SmartAudio Broadcast Programmatic** buying uses the efficiencies of digital buying applied to broadcast radio at scale. These :15 influencer voiced spots will run nationally—87% of which are guaranteed to run in prime dayparts. A total of 3,777 bonus units will air via SmartAudio.
- ▶ **iHM Sports Network** will run a 25% of the paid spots as bonus across the sports network for a total of 441 additional spots.
- ▶ **SmartAudio dual cast**—Dual casting extends the reach in the digital space by running the same units within the station’s digital audio asset. iHeartMedia guarantees that 30% of the spots will be dual casted on the stream or digital audio. These :15 spots will be influencer-voiced.
- ▶ **iHM Sports Network dual-cast**—Guaranteed 100% of sports network spots will dual cast on the stream or digital audio.

The added portion of the iHM plan will deliver an estimated **25.2 million impressions**.

In total, iHM will deliver more than **63.7 million impressions**.

iHM will also be included in the Winter Holiday Impaired Driving recommendation, with the same influencers for consistency.

Westwood One

Westwood One is one of the largest audio networks in the United States. It is the national-facing arm of Cumulus Media and offers a diverse offering of syndicated sports, news and entertainment content to over 250 million listeners across a network of 8,000 affiliated broadcast radio stations and media partners. As a longtime NHTSA partner, the network performed very well in past campaigns, providing NHTSA with significant added value.

Westwood One Sports

The Labor Day plan will be driven by sports content, including the NFL pre-season and NCAA Football, both of which run during the flight. Units will run in play-by-plays, as live mentions and as other short-form messages. CBS Sports Radio programming will include 24/7 sports talk, which delivers around-the-clock national sports coverage on more than 290 stations across the country. Multi-channel distribution via AM/FM stations, Sirius/XM satellite radio, TuneIn and Amazon Alexa, guaranteeing 100% nationwide coverage.

Westwood One Labor Day Special

The campaign will close with Westwood One's annual Labor Day weekend holiday special, "Workin' Hard Country." The show will feature work songs, summertime anthems and current hits from top country artists. NHTSA will receive premium partner position with :30 ad units, in-program mentions as well as open and closing billboards.

Westwood One Influencer Voices

- ▶ **"Steve Gorman Rocks":** Drummer and founding member of The Black Crowes, Steve Gorman hosts this show every weekday evening with April Rose, who is a model, actress and social media influencer. The show mixes classic rock with stories from the road and rock star guests. NHTSA will receive :30 voiced reads, in-program mentions and social media posts leading into Labor Day weekend. Steve Gorman's social media following skews heavily male (85%).
- ▶ **"Tino Cochino Radio"** brings content to CHR and rock stations in over 50 markets. Tino and his co-hosts have been longtime supporters of previous NHTSA campaigns, including Impaired Driving, and will continue to use their on-air and active social media platforms to encourage listeners not to drive impaired.
- ▶ **"Zach Sang Show":** Zach Sang is a multimedia star who is a radio prodigy and self-proclaimed social media addict and pop culture junkie. Also a longtime supporter of previous NHTSA campaigns, the Impaired Driving message will reach the target audience on his program, which runs mainly on CHR stations.

Podcasts and on-demand audio will supplement the terrestrial radio campaign, extending reach and adding frequency to the messaging. The Impaired Driving message will be integrated into sports, wrestling, sports entertainment and lifestyle programming that over-indexes with the target audience. Integrations will include :60 mid-roll host reads.

The paid portion of the Westwood One terrestrial and podcast plan will deliver approximately **57.1 million paid impressions.**

Added Value

The added value portion of the plan from Westwood One is valued at 72% of the total paid plan. Added value includes additional live announcer reads, in-program mentions, social posts and features from the following syndicated talent, all of whom over-index with the target audience and have participated in previous NHTSA campaigns:

- ▶ **“Free Beer & Hot Wings Morning Show”**—An award-winning morning talk show that is syndicated throughout the U.S.
- ▶ **“The Lia Show”**—A local sounding national radio show offered six nights a week. Lia plays the best of today’s country music and has a very loyal fan base.
- ▶ **“The Big Time with Whitney Allen”**—A country music show airing six nights a week.
- ▶ **“Nights with Elaina”**—A country music and lifestyle show that airs from Nashville six nights a week. The show includes talk about life, movies, music, celebrity news and country music.
- ▶ Post-roll host-read spots in all podcasts.

The added-value portion of the Westwood One plan will deliver an additional **23.7 million impressions**.

In total, Westwood One will deliver more than **80.9 million total impressions**.

This schedule will be similar in the Winter Holiday recommendation, with a similar New Year’s program.

United Stations Radio Network

United Stations Radio Network is a full-service network radio company that syndicates radio shows and services with every U.S. radio ownership group, giving access to the entire range of stations in the country. A high-impact, high-frequency campaign using a combination of :30 spots placed as bookend split :15s and in-show billboards will maximize the frequency and message recall. These will be run in male-skewing national networks, including the following:

- ▶ **Active Male Network** delivers males through key formats such as country, rock, classic rock and sports. This network skews 65% male and will be delivered through :15 second recorded bookends.
- ▶ **IMPACT Network** comprises of high-end produced programs and services delivered to high-ranked radio stations across the country. Primary formats are adult contemporary (AC) and contemporary hit radio (CHR) and the audience skews 52% male. These spots will be delivered through :15 second recorded bookends.
- ▶ **IMPACT Weekend Network** reaches the above-mentioned network on the weekends. These spots will be delivered via :15 recorded bookends.
- ▶ **Young Adult Network** delivers stations with weekend music programming that targets the younger end of the target audience via classic rock, CHR, country and rock formats. These :30 spots will be recorded by host talent.
- ▶ **Entertainment Network** is a collection of long-form music shows delivering personality-driven content on country, oldies, AC and classic rock formatted stations. These spots will be delivered via :15 recorded bookends.
- ▶ **Weekend Plus Network** is a great way to reach the target audience on the weekends on formats such as, classic rock, country and AC. These :30 spots will be recorded by host talent.
- ▶ **Daypart Music Network** runs on jazz, country, AC and oldies formats and will be :30 recorded spots.

The paid portion of the USRN media plan will deliver **36.1 million impressions**.

Added Value

The added-value portion of the USRN plan is valued at 40% of the total paid plan*. Added value includes voiced reads, live reads and in-program mentions from syndicated talent, all of whom over-index with the target audience. Bonus spots will also run on the Entertainment Network—a collection of long-form music shows delivering personality driven content on Country, AC and classic rock formatted stations. These spots will be delivered via :15 recorded bookends.

Additionally, USRN will offer a powerful social media/online video campaign to target the motorcycle target with the Ride Sober message by **creating a short-form “motorcycle safety” video with influencer Riki Rachtman**.

Riki Rachtman, host of “Racing Rocks,” is a nationally renowned motorcycle enthusiast. Every year, he raises money for charities by making a well-publicized motorcycle road trip throughout North America. “Riki’s Ride” has raised tens of thousands of dollars for various charities.

Riki’s longtime girlfriend is actress/model Lea Vendetta from the TV show “Ink Master.” Lea is also a big motorcycle enthusiast and accompanies Riki on all of his rides. Both Riki and Lea are well-known national personalities, especially with motorcycle riders.

Riki and Lea will distribute the video via both of their social media platforms and USRN will also release the video via a joint publicity effort with NHTSA designed to reach the motorcycle community.

The added-value portion of the USRN plan will deliver a minimum of **5.5 million impressions***.

In total, USRN will deliver at least **41.6 million impressions**.

*Video production and social media interactions not included.

USRN will also be included in the Winter Holiday recommendation.

Focus360

Focus360 is programmatic audience targeting at the terrestrial radio level. It is a cloud-based platform allowing custom-built networks for any target, with the ability to track individual ad plays, resulting in real-time airchecks and reporting. The network is national, covering 98% of the adult audience in the U.S. This platform will be used to supplement the traditional radio networks to add highly targeted frequency to the plan.

The terrestrial radio portion of the plan will be bought against the target audience and optimized to the male-focused formats, which skews male (63%) and includes the following formats:

- ▶ Rock
- ▶ Adult hits
- ▶ Country
- ▶ Sports

The plan will include :30 spots distributed equally across all prime dayparts, which have the largest audiences.

Focus 360 will deliver **11.4 million paid impressions**.

Added Value

Focus 360 is offering bonus spots in all dayparts and will deliver **1.6 million impressions** of added value representing 14% of the paid value.

In total, Focus 360 will deliver an estimated **13 million impressions**.

Focus 360 will also be included in the Winter Holiday recommendation.

Compass Media Networks

Compass Media Networks is a national network that will be used to supplement the larger network buys to gain reach within their strong network of urban formats and add frequency to the overall plan.

The paid schedule will primarily run during prime dayparts and will also include “DeDe in the Morning,” a top R&B/hip-hop national morning show. DeDe will act as an ambassador for the Impaired Driving campaign, with :30 live reads as well as :10 promotional reads.

The paid portion of the Compass Media plan will deliver **21.6 million impressions**.

Added Value

Compass Media is offering 1:1 bonus for all paid spots, which is a significant contribution to the plan.

The added-value portion of the Compass Media plan will deliver **21.6 million impressions** and represents 100% of the paid value.

In total, Compass Media will deliver an estimated **43.2 million impressions**.

Compass Media will also be included in the Winter Holiday recommendation.

Skyview

Skyview Networks, once known primarily for sports, has grown rapidly over the last few years, acquiring a number of new affiliates. With these additions, Skyview serves 5,700+ radio stations, reaching 113 million listeners each week, offering 100% U.S. coverage. Additionally, Skyview reaches the Spanish-speaking market through Alpha Media Hispanic, making it very efficient to supplement the Spanish-language radio schedule and reach both markets through a single network.

Radio weight will be scheduled nationally through Skyview’s music platform using radio personality influencers, sports (NHL and NBA) and short-form content adjacencies.

Influencers

Radio personality influencers will provide voiced spots, in-program features and social media posts across Skyview’s various lineups. This diverse cast of multicultural personalities reaches across a variety of formats and audiences.

- ▶ **“The Dana Cortez Show”** ran a successful campaign for NHTSA’s 2020 Heatstroke plan. Dana Cortez has a strong general market and Hispanic listener base and social media following.
- ▶ **Nick Cannon**, the popular host of “The Masked Singer,” now hosts his own radio show. The show has a strong reach among all audiences, particularly Black and Hispanic listeners.

- ▶ **Deja Vu** is a top personality from New York City who engages with listeners in an empowering and positive way. She is very popular with the young, Black audience.
- ▶ **"Carmen's Calls"** is a comedy segment reaching Hispanics and young adults across the U.S.
- ▶ **"Fitz's Country Top 40"** is a weekend countdown show that reaches people in the country lifestyle who are listening to songs that often reference trucks and alcohol. Fitz was a voice of the Impaired Driving 2020 campaign and will return to deliver the 2021 messaging on his program.
- ▶ **B-Dub Radio** is a top-rated, high-energy country show that runs in the evenings.

In addition to the music-driven programs listed above, short-form programming will also be included with live reads and in-program or adjacent messaging from NHTSA.

- ▶ **Hometown broadcast play-by-play** personalities will deliver live reads during home game broadcasts.
- ▶ **"Doctor's Orders"** features content from personalities of this popular TV show and will include adjacent messaging.
- ▶ **"Health with a Heart"** is hosted by CBS's health expert, Tara Narula, and runs medical content, which will include the Impaired Driving messaging as an adjacent feature.

The paid portion of the Skyview plan will deliver an estimated **21 million impressions**.

Added Value

Added value will be provided in the form of featured content and social media posts with influencer integrations, news/weather/traffic/sports adjacencies without a premium cost, NBA and NHL live reads, CBS and Alpha Media streaming and the ABC Labor Day Special, detailed below.

- ▶ The ABC Labor Day rock special to honor American workers is a three-hour special that will run on Labor Day, featuring to-be-determined rock musicians that will appeal to a wide range of fans. NHTSA will receive billboards, :30 in-show spots and in-program mentions.

The added-value portion of the Skyview Networks plan will deliver **9.8 million impressions** and represents 46% of the paid value.

In total, Skyview Networks will deliver approximately **30.8 million impressions**.

Skyview will also be included in the Winter Holiday recommendation.

Spanish-Language Radio

Entravision

Entravision primarily caters to the Spanish-speaking community in the U.S. and owns 49 radio stations in the top Hispanic markets. The plan will include nationally syndicated El Flaco and Piolín, who each have a large and loyal national following. El Flaco and Piolín will leverage their influence by voicing spots over-the-air, on their digital audio streams, and on social media to drive awareness for the campaign. These recorded spots will also run during other programming during the flight.

Entravision will deliver a total of **4.7 million paid impressions**.

Added Value

Added value includes bonus spots El Flaco and Piolin programming, as well as the Entravision network and Entravision streaming.

The added-value portion of the Entravision plan will deliver **722,000 impressions** and represents 15% of the paid value.

In total, Entravision will run approximately **5.4 million impressions**.

Entravision will also be included in the Winter Holiday recommendation.

Hispanic Radio Network – New Partner

The Hispanic Radio Network (HRN) is an independent Hispanic audio network with nearly 300 radio affiliates nationwide, including 100% coverage of the top-20 Hispanic DMAs. Using HRN will expand the radio reach and add frequency to the Impaired Driving messaging.

Programming will include Spanish-language music and entertainment, including but not limited to “Erazno y La Chokolata,” a five-hour afternoon show and Don Cheto, top-ranked radio personality.

HRN will deliver paid impressions **2.1 million impressions**.

Added Value

Added value includes bonus spots in Erazno y La Chokolata programming.

The added-value portion of the plan will deliver **526,000 impressions** and represents 24% of the paid value.

In total, HRN will deliver approximately **2.6 million impressions**.

HRN will also be included in the Winter Holiday recommendation.

iHeartMedia

iHeartMedia (iHM) will run a Spanish-speaking campaign similar to the general market campaign detailed above. It will include national programming, premiere network programming with leading influencers across all networks that over-index to the target audience. Placements will also include sports and weather reports with billboards.

The paid portion of the iHM plan will deliver **2.6 million impressions**.

Added Value

Added value includes SmartAudio programmatic placements and dual casting across all iHM stations.

The added-value portion of the iHM plan will deliver **468,000 impressions** and represents 18% of the paid value.

In total, iHM will deliver approximately **3.1 million impressions**.

iHM will also be included in the Winter Holiday recommendation.

SBS AIRE

SBS AIRE is one of the largest Hispanic-controlled media and entertainment companies in the United States. They offer an efficient CPM against the Spanish-speaking target audience, which helps to increase the overall efficiencies of the Hispanic portion of the plan. The SBS AIRE plan includes all major music networks that over-index against the target.

The paid portion of the SBS AIRE plan will deliver **4.1 million impressions**.

Added Value

Added value includes bonus :30 spots as well as DJ influencer reads in the "Al Aire Con El Terrible" with host Alberto "El Terri" Cortez.

The total added-value portion of the plan will deliver an estimated **4.5 million impressions** and represents approximately 104% of the paid value.

In total, SBS AIRE will run approximately **8.6 million impressions**.

SBS Aire will also be included in the Winter Holiday recommendation.

Univision

Univision is a leading media company serving Spanish speakers in the U.S. with radio-owned-and-operated stations in 58 major Hispanic markets, as well as network affiliates in an additional 126 markets. The plan will deliver :30 second units on networks that index highest among the Spanish-speaking target audience. Those networks include music, entertainment and sports formats and programming will include Futbol Liga Mexicana and TUDN (the Univision Deportes Network).

The paid portion of the Univision plan will deliver **2.7 million impressions**.

Added Value

Added value includes bonus :30 spots to run on the TUDN network.

The total added-value portion of the plan will deliver **18,000 impressions**.

In total, Univision will run approximately **2.7 million impressions**.

Univision will also be included in the Winter Holiday recommendation.

Out-of-Home (OOH)

General Market OOH

Out-of-Home advertising offers innovative ways to reach audiences with highly targeted, timely and visible executions. Digital out-of-home opportunities, in particular, provide access to novel locations, moments and activities to engage with the target audience.

Cinema Advertising

Movie theaters are re-opening up to full capacity and there is a long list of backlogged movies expected to do very well with the target audience. Cinema advertising offers a distraction-free environment and has integrated programs that will extend the reach of the campaign, especially to light users of TV, and reinforce the Impaired Driving message to those who have seen it on another medium. The two major vendors of cinema advertising will be used for the Impaired Driving campaign—National Cinema Media and ScreenVision—to ensure national coverage.

Movies slated to be released during the Labor Day flight:

- | | |
|--|---------------------------|
| ▶ "Black Widow" | ▶ "The Beetles: Get Back" |
| ▶ "The Suicide Squad" | ▶ "Free Guy" |
| ▶ "Shang-Chi & the Legend of the 10 Rings" | ▶ "Respect" |
| ▶ "Just Another Spy Movie" | ▶ "Reminiscence" |
| ▶ "Don't Breathe 2" | ▶ "Bios" |

Note: Plans will be booked with a 30-day clause. If attendance levels are not reaching projections, we will reallocate dollars to another opportunity.

National Cinema Media

National Cinema Media (NCM) delivers advertising in AMC, Cinemark and Regal cinemas nationwide via on-screen advertising, lobby plasma exposures and digital video via the "Noovie" app. The NCM plan will run on 2,100 screens nationwide and will rotate Drug-Impaired messaging in states that have legal marijuana laws (whether medicinal or recreational).

The :30 spot will run in the pre-show program of PG-13 and R rated movies in order to reach the appropriate target audience. Additionally, the :30 spot will run in the lobby entertainment network, which will cover 110 theaters and 1,890 screens. Movie-goers will also be reached via the digital product, "Noovie," which reaches the target audience based on viewing habits with videos and drives frequency of the Impaired Driving message.

NCM will deliver an estimated **4.8 million impressions** of the Drive Sober or Get Pulled Over message to the male 21- to 34-year-old target audience and **3.4 million impressions** of the If You Feel Different You Drive Different Drive High Get a DUI message to the male 18- to 34-year-old target audience.

As added value, NCM will run an additional **708,000 impressions** to the motorcycle impaired target audience with the motorcycle :30 spot.

ScreenVision (New Tactic)

The ScreenVision delivers advertising in Cinemax, Harkins, AMC, Marcus, B&B and other regional and local chains. The ScreenVision plan will run on almost 9,000 screens and will include on-screen branded spots, a :15 trivia spot and :10 interstitial ads as added value.

ScreenVision has also added TopGolf in-venue media to its menu of offerings. TopGolf has over 60 locations nationwide and serves 20 million guests per year. Ads running at these venues have a 100% viewing rate and a 70% recall rate with guests.

Impaired Driving spots will run on TopGolf TV, which plays on the screens inside the hitting bays as well as at all of the Swing Suite venues. The content is focused on three main categories native to the TopGolf brand: play, food and music. Ads are inserted similarly to broadcast TV and the Impaired Driving :30 spot will play between content breaks. It is an ideal environment for NHTSA as TopGolf locations serve food and alcohol in the bays as guests are playing. In addition, the Impaired Driving message will appear on the digital screens positioned at the end of the fairway. Ads are rotated every 30 seconds, ensuring guests will see the message multiple times. The average visit time is three hours, making this an ideal way to increase the plan frequency.



In total, ScreenVision will deliver **5.6 million impressions** to the male 21- to 34-year-old target audience.

ScreenVision will run alcohol-impaired messaging only. The Top Golf tactic will not run during the Winter Holiday campaign.

General Market In-Stadium Signage

Major League Baseball (MLB) will be active during the Labor Day Impaired Driving campaign. The out-of-home effort for this campaign will include TV-visible home plate signage in MLB stadiums. NHTSA will receive one half-inning of signage per game and will average 2:45 minutes of TV exposure and six to 12 minutes in-stadium. Brand logo and messaging will be seen on TV during all regionally televised games on both home and away TV networks.

This plan will place home plate signage in stadiums for the following teams:

- ▶ Atlanta Braves
- ▶ Baltimore Orioles
- ▶ Cincinnati Reds
- ▶ Los Angeles Angels
- ▶ Miami Marlins
- ▶ Minnesota Twins
- ▶ Pittsburgh Pirates
- ▶ San Diego Padres
- ▶ Tampa Bay Rays



With the teams listed above playing other teams, this plan will reach 24 of the 30 MLB teams within the flight.

The majority of the national coverage will come from MLB.TV, but some games will be carried nationally on ESPN and FS1. Local coverage will come from regional sports networks.

This plan will deliver more than **15.8 million impressions** over the flight.

MLB TV visible signage will be replaced with NBA and NCAA during Winter Holiday campaign.

C-Green Media (formerly Enlighten)

C-Green Media represents a national digital out-of-home (DOOH) network in the cannabis space. Their verified 21+ audience is growing exponentially, and the network offers advertisers a way to connect with these cannabis users at the point of purchase.

C-Green will be leveraged to reach the drug-impaired audience by using DOOH video ads on screens across the dispensary network, which includes over 900 locations. These ads can be the normal soundless marijuana messaging ads or thought starters to engage dispensary shoppers with trivia-based questions and answers provided by NHTSA to educate them on the dangerous consequences of driving impaired. NHTSA saw success with the 2020 Labor Day and Winter Holiday campaigns.

C-Green will deliver a total of **4.1 million guaranteed impressions** and **1.3 million added value impressions***.

*C-Green will run drug-impaired messaging only.

C-Green will also be included in the Winter Holiday recommendation.

Digital

General Market Digital

The digital campaign will be used to reach all of the target audiences with relevant messaging. Except where noted, all plans will include approximately 65% of the impressions allocated to alcohol messaging (including motorcycle) and 35% to drug-impaired messaging in states that have legal marijuana laws, whether medical or recreational. In states where marijuana is still illegal, all of the impressions will be allocated to Alcohol-Impaired, including motorcycle.

Publisher Direct

Bleacher Report

Bleacher Report is a collective of sports journalists and bloggers covering NFL, MLB, NBA, NHL, MMA, College Football and Basketball, NASCAR, fantasy sports and sports culture. Bleacher Report will be used to deliver the Impaired Driving message wherever fans are consuming content within the B/R network, including in Everywhere Content, Bleacher Buzz Plus and fortified with video across all B/R sources including YouTube. With Everywhere Content, NHTSA receives exposure across the league sections on B/R and allows fans to engage via desktop, handheld devices or tablet. The plan also includes Bleacher Buzz Plus, which has been successful in past partnerships with Bleacher Report, and gives NHTSA ownership of the top buzzing articles on Bleacher Report for the entire day. With 100% share-of-voice across the top-read marquee stories for one day, NHTSA will be getting in front of the most-engaged fans.

Bleacher Report will deliver nearly **20.9 million paid impressions** and **250,000 added value impressions**.

Bleacher Report will also be included in the Winter Holiday recommendation.

ChiveTV via Atmosphere

Atmosphere will run premium video and video reskins on streaming TV located in venues that over-index with the target audiences nationwide. Through this strategy, the Impaired Driving message will reach the target audience while in a bars, restaurants, casinos and other venues that serve alcohol. The targeted list has over 4,000 venues.

Atmosphere will deliver a **3.3 million paid impressions** and **500,000 added value impressions**.

ChiveTV will run during the Labor Day campaign only.

ESPN

ESPN Digital is the pioneer in delivering premium sports content seamlessly across devices, at scale, to reach an engaged, quality audience. As the "Worldwide Leader in Sports," people come to ESPN to stay up to date on all sports results and upcoming schedules.

ESPN will run non-skippable video and live streaming for College Football, which kicks off on Labor Day weekend. College Football has performed well for NHTSA against the demo in past Impaired Driving campaigns. ESPN will also include non-skip video across other sports in order to expand the reach of the Impaired Driving message with the target audience. Cross-platform banners will run and appear prominently just under the site navigation, or within the content space. NHTSA will have prominent placement and high share-of-voice around the live and recap scoreboards on ESPN.com and the ESPN app.

ESPN will deliver **13.3 million paid impressions**.*

**ESPN will run only Drive Sober and Ride Sober messaging.*

ESPN will also be included in the Winter Holiday recommendation.

Fandom

Fandom is an entertainment site where fans come for their daily source for all things TV, movies and games, including Star Wars, Fallout, Marvel, DC and more.

Fandom will run a rotational video takeover targeted to top trending communities for the target audience, as well as rotational display media, giving NHTSA 100% share-of-voice during the course of the flight.

NHTSA has seen success with this tactic in the past with the 2020 Impaired Driving campaigns through the gaming vertical, over-performing by 1 million impressions between the Labor Day and Winter Holiday flights.

The Fandom plan will deliver **8.3 paid impressions** and **1.1 million added value impressions**.

Fandom will also be included in the Winter Holiday recommendation.

Genius

Genius is one of the top music channels on YouTube, as well as being one of the top websites for reaching all adults ages 18- to 34-year-old. NHTSA will receive run of network and pre-roll placement on the Genius website and its YouTube page. Additionally, NHTSA will have custom social cut downs and will be the sole sponsor of a custom content segment called "Sound Advice." This segment focuses on emerging artists, how they write their songs and their path to where they are now. With NHTSA's partnership, the segment will end with insights from the artist about staying responsible on the road (no drinking and driving). In addition to having 100% share-of-voice in this segment, NHTSA will also have a custom Bonnaroo Music Festival Instagram story. Bonnaroo takes place around the Labor Day holiday, making it strong content to reach the target audience.

Genius will deliver **11.1 million paid impressions** and **6 million added value impressions**.

Genius will also be included in the Winter Holiday recommendation.

IGN – (includes custom content)

Previously known as "Imagine Games Network," IGN is the leader in video games and entertainment media. They have been a partner with NHTSA in past campaigns and are being recommended again based on their strong delivery against the target audience. IGN indexes high against the male 18- to 34-year-old demographic, with over 55% of the overall audience falling within this targeted demographic. The campaign will combine a custom segment within their top show, "Daily Fix," on September 1, the Wednesday prior to Labor Day weekend. The custom segment will include:

- ▶ Full graphic integration.
- ▶ Logo call-out and a custom segment lead by the show's host.
- ▶ The segment will run on IGN's Facebook, Twitter and Instagram.

Along with the custom content, the buy will also include desktop and mobile banners as well as pre-roll video. Added value will include IGN app takeover (both iOS and Android), mobile leaderboard and IGN podcast segments.

IGN will deliver a total of **7 million paid impressions** and **1.4 million added value impressions**.

IGN will run during Labor Day only.

NBC Universal

NBC Universal (NBCU) is a subsidiary of Comcast Corporation and operates a portfolio of products including TV networks, a motion picture company, production operations and ad-supported streaming services. NHTSA livestreaming and short-form video within a range of sports to increase the reach of the target audience. This could include exposure in Sunday Night Football, Premier League, NASCAR and more during NHTSA's flight. The plan will utilize a mix of :15 and :30 videos along with companion display banners.

NBCU will deliver **4 million paid impressions**.

NBCU will also be included in the Winter Holiday Impaired recommendations.

Twitch

Twitch is one of the largest and fastest-growing platforms for e-gaming. Users spend an average of 95 minutes on Twitch, and it is the third most-consumed video platform after Netflix and YouTube. Twitch will be used to reach those with an affinity for gaming and esports.

The plan will use non-skip live video that is woven directly into broadcasts. In addition to non-skip video, the Twitch plan includes a custom Show and Tell influencer program as added value.

The Show and Tell Influencer program includes:

- ▶ One influencer live stream for two hours
- ▶ One influencer social post before each live stream starts
- ▶ Brand name inclusion in stream title and a branded graphics package
- ▶ Front page carousel promotion for two hours
- ▶ Influencer talking points

Twitch will deliver **4.7 million paid impressions** and **458,000 added value impressions**.

Twitch will also be included in the Winter Holiday recommendation.

Uproxx

Uproxx is a multimedia hub specializing in coverage of the cultural moments across music, TV, film, lifestyle and sports. Through this robust partnership, the Impaired Driving message will be featured in the Music Festival Preview—a collection of thought-provoking essays on festival culture that break down what the new normal of festivals looks like. Additionally, NHTSA's message will run in pre-roll adjacent to Warner Music Group's YouTube channel, which includes exclusive artist inventory, and an Impaired Driving promotion of the 2021 Music Critics Poll.

NHTSA's messaging will also surround the gaming scene **with UPROXX Recon**, a pre-roll adjacency of the hit show that covers newsworthy moments in and around modern gaming culture, featuring WMG artist and avid gamer SushiBae, and the UPROXX EDGE gaming platform. The plan also features social media, high-impact takeovers and evergreen media to keep the message top of mind.

Uproxx will deliver **7.4 million paid impressions**.

Uproxx will also be included in the Winter Holiday recommendation.

Vox

Vox is a trusted network that includes sites such as The Cut, Recode, Bravo, Glamour, USA, BuzzFeed and "Today, Explained." With this scale of sites, Vox is able to reach 220 million+ unique users, and 85% of the U.S. digital population. Vox will run the Impaired Driving message on network placements, utilizing high-impact video unit sizes, as well as mid-roll and pre-roll podcast placements, and display banners.

Vox will deliver **5.1 million paid impressions** and **600,000 added value impressions**.

Vox will also be included in the Winter Holiday recommendation.

Whistle

Whistle is a global media company that has the largest concentration of male fans 21- to 34-years-old against competing digital partnerships and has over-performed in previous NHTSA campaigns.

Fans will be reached using a mix of pre-roll ads on YouTube across Whistle's exclusive media inventory. NHTSA will sponsor an episode of "No Days Off," "Days Off" or "I Could Do That." These shows are optimized for Twitter, Facebook and YouTube. The plan also includes a YouTube companion banner and the distribution of NHTSA assets optimized for Whistle social channels as added value.

Whistle will deliver **2.4 million paid impressions**.

Whistle will run during Labor Day only.

WWE

WWE is one of the leaders in YouTube content, attracting viewers who are fans and those who have not caught WWE content recently. WWE will use premium video and display inventory to reach the 12% of males 21- to 34-years-old who watch Raw, Smackdown and WWE YouTube, making the market size roughly 8.7 million. The budget will be heavier with pre-roll WWE video in order to capture the audience as they are consuming on-demand content on WWE.com and while on WWE's YouTube page.

WWE will deliver a total of **6.1 million guaranteed impressions**.*

**WWE will run only alcohol-impaired messaging.*

WWE will also be included in the Winter Holiday recommendation.

Digital Video/OLV

Online video (OLV) will be used to reach the target audience in an ever more fragmented video space.

SambaTV

SambaTV utilizes automatic content recognition (ACR), a technology that scans smart TVs to analyze the content being displayed. With this technology, NHTSA can not only retarget those who have seen the ads, but also create an audience of those who have not seen the ad to increase reach.

SambaTV is able to determine those who are no longer paying for cable television or never did and target them to increase incremental reach and frequency, resulting in a more efficient overall buy.

SambaTV will deliver **8.6 million paid impressions**.

SambaTV will also be included in the Winter Holiday recommendation.

Tremor

Tremor is an OLV partner that utilizes programmatic buying and ACR data to put the Impaired Driving/Riding message in front of the target audience on multiple screens in their household. Tremor will feature video via OTT/CTV tactics and second screen devices to reach each target audience.

Additionally, Tremor can tap into a new cannabis marketing company, Fyllo, to target the male 18- to 34-year-old marijuana user. Through proprietary segmentation and contextual targeting, audiences can be reached based on habits, transactional data around cannabis and CBD to build on the standard targeting.

Tremor will deliver **4.4 million paid impressions** and **200,000 added value impressions**.

Tremor will also be included in the Winter Holiday recommendation.

The Trade Desk

OLV will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV will be mobile-heavy to reach the target audience on the device they use the most. Using TTD for OLV, connected TV and display will allow for real-time optimizations to reduce frequency, preventing waste and increasing reach by achieving an efficient frequency around six to eight times across all tactics.

TTD will deliver an estimated **11.4 million paid impressions** against the OLV portion of the buy.

TTD will also be included in the Winter Holiday recommendation.

VideoAmp – Recently New Partner

VideoAmp is a demand-side platform (DSP) that allows NHTSA to increase the impact of its video investment by reaching a new audience on digital that is not reached in the linear campaign. VideoAmp uses TV ad exposure data to avoid overlap of the linear and digital audiences while applying third-party data to make sure every impression is pre-qualified to reach cord-cutters and hard-to-reach male 18- to 34-year-olds and 21- to 34-year-olds to expand the overall unique reach.

NHTSA will use VideoAmp's TV Maximizer solution, which leverages proprietary commingled TV viewership datasets to suppress audiences who have seen an NHTSA ad on linear TV to drive incremental reach on digital.

VideoAmp will deliver **3.5 million paid impressions** and **178,000 added value impressions**.

VideoAmp will run during Labor Day only.

YouTube

YouTube will be run in-house through an internal Google team to maintain a cost-effective cost per completed View (CPCV), and ensure brand safe placement. YouTube videos are bought on a CPCV, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps deliver the Impaired Driving/Riding message to users at a higher frequency but doesn't incur costs for those who skip the videos.

YouTube will deliver **11.9 million paid impressions**.

YouTube will also be included in the Winter Holiday recommendation.

Streaming Audio

Streaming audio continues to provide significant reach to the Impaired Driving target audience, with the field dominated by Pandora and Spotify.

Pandora

Pandora's plan will use mobile audio and connected car tactics to reach the target audience.

Mobile Audio will play NHTSA's audio spot between songs that a user is listening to. These ads are a great way to reach users when they are driving or while they are being active throughout the day, delivering the Impaired Driving message on the mobile device that they use frequently. Ads served will include audio messages and a clickable display companion banner when the user has their phone unlocked and is engaging with the app.

Connected car allows NHTSA to deliver the Impaired Driving message to those who are listening via their vehicle infotainment systems.

Pandora will deliver **13 million total impressions**.

Pandora will also be included in the Winter Holiday recommendation.

Spotify

Spotify will be leveraged to ensure reach among the target demographic and through in-car audio, mobile audio placements and podcasts to reach the audience while they are in the car or on the go.

In-car audio has targeting capabilities to reach users who are driving through Spotify's "in-car everywhere" technology. This targeting is delivered to users who are using the app through connected car devices by using the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, the Impaired Driving message will play to users in the target demographic.

Mobile audio will play NHTSA's audio spot between songs that a user is listening to on their mobile device. The plan will use Spotify's Audio Everywhere supported by a no-charge display unit. Audio Everywhere allows NHTSA to reach the target audience on any device they use to access the Spotify content library via app or browser. In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit. Note: The clickable unit will only be active when the user is at a stop and the device is unlocked by the user not driving.

Spotify will deliver **20 million total impressions*** (not including podcast impressions).

**Spotify will run only alcohol-impaired messaging.*

Spotify will also be included in the Winter Holiday recommendation.

Podcasts

Podcasts have exploded in popularity, providing another avenue to reach the NHTSA target audience with audio assets.

Barstool, Midroll and Spotify will be used to dynamically insert ads against their vast catalogues of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time.

Shows will be selected based on a high concentration of males within the 21-34 age range. They will span multiple content categories including sports, entertainment, culture, etc. Political and controversial topics will be avoided.

Barstool Sports

Barstool Sports is a digital media company that produces content focused on sports and pop culture. Barstool produces numerous podcasts that index high with the Impaired Driving target audiences. The platform has performed well with previous NHTSA campaigns and continues to be a valuable partner.

Barstool Sports will deliver **2.8 million paid impressions**.

Barstool Sports will also be included in the Winter Holiday recommendation.

Midroll

Midroll is one of the largest podcasting platforms with over 250 podcasts available every week that have high reach into the target audience. Midroll was recently acquired by SXM media, which offers exclusive content on Sirius XM, Stitcher, Pandora and other podcast providers.

Midroll will deliver a total of **11.6 million guaranteed impressions**.

Midroll will also be included in the Winter Holiday recommendation.

Spotify

Spotify is a leader in streaming content and is continuing to improve technology podcast planning, reporting and measurement. In the last year, Spotify has acquired Megaphone, another leading podcast platform that NHTSA has used in past campaigns and continues to invest in content with the acquisition of sports and entertainment platform, The Ringer, as well as forming exclusive partnerships with some of the world's most influential voices.

Spotify will deliver approximately **1.5 million paid impressions***.

**Spotify will run only Alcohol-Impaired messaging.*

Spotify will also be included in the Winter Holiday recommendation.

Digital Display

Aki

Aki is a technology company that uses a phone's accelerometer and gyroscope sensors to target people as they go about their day. These sensors can determine what the user is doing and is able to deliver relevant messages at key moments. For instance, longer videos will only be served when the user is passively using their smartphone. When a user is active, but not driving, Aki will serve a standard banner ad. Aki has performed very well in past NHTSA campaigns, over-delivering impressions and achieving well above the 70% video completion benchmark.

Aki will deliver **12.5 million paid impressions** and **1.2 million added value impressions**.

Aki will run during Labor Day only.

The Trade Desk

TTD will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through TTD for potential CPM savings, and full transparency into programmatic buys and mentioned earlier, controlling frequency across channels run in the platform. The targeting for programmatic display will include adult males aged 21- to 34-years-old who own a vehicle and will be mobile-only, as that is the device this demographic segment uses most frequently and is the last touchpoint before getting into a car.

TTD will deliver approximately **51.6 million impressions** in the mobile display portion of the plan.

TTD will also be included in the Winter Holiday recommendation.

Undertone

Undertone performed well on the previous 2020 NHTSA Holiday Impaired campaigns with the Page Grabber Unit delivering a 1.26% CTR and an overall campaign delivery of .29% CTR, which was the second-highest for all display partners. In 2021, similar tactics will be used to leverage High-impact units to increase awareness and reception to the Impaired Driving message. High-impact units will include:

- ▶ **Page Grabber:** A cross-screen, full-page format that can house video content or display images.
- ▶ **Expandable Adhesion:** A smartphone-only unit that expands from a 320x50 to a full-screen expansion and delivers additional messages or consequences of driving impaired.
- ▶ **Brand Reveal:** A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration.

Undertone will deliver **8.2 million paid impressions** and **900,000 added value impressions**.

Undertone will also be included in the Winter Holiday recommendation.

Waze

Waze users use the app on average twice a week with 60% using the app within 12 miles of their home and 77% driving 20 miles or fewer. Users even use the app 50% of the time for familiar destinations to save time and find the best route. Waze will be utilized to deliver high-impact, zero-speed takeovers to reach the target audience in their vehicle. These display banner ads (images) only populate on the map once the user is at a complete stop and is not in motion.

Waze will deliver **11.2 million paid impressions**.

Waze will also be included in the Winter Holiday recommendation.

Paid Social Media

In order to drive messaging retention and increase view time on Impaired Driving messaging, NHTSA will leverage the Video View objective across **Facebook, Instagram and Twitter**. The campaign will optimize toward ThruPlays (:15 second video views) across Facebook and Instagram and two-second video views on Twitter.

The budget will be allocated between the three platforms. Facebook and Instagram will primarily target users with Alcohol-Impaired messaging, with 15% of the budget set aside for Twitter. Drug-impaired messaging will heavy up on Twitter because of the platform's ability to target drug-related interests. Within the audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the Impaired Driving message.

The paid social media campaign will generate **37.6 million impressions** via Facebook and Instagram and **7.1 million** on Twitter for a total of **44.7 million impressions**.

Facebook, IG, and Twitter will also be included in the Winter Holiday recommendation.

Spanish-Language Digital

Publisher Direct

MiQ – Recently New Partner

MiQ will utilize mix of cross-platform display and OLV to reach the NHTSA audience through their advanced audience targeting platform. NHTSA will be in front of lifestyle, news and driving safety content to make sure the message is getting in front of the right people within relevant content.

In 2020, MiQ overdelivered by 100% for the Winter Holiday Impaired Driving campaign, achieving double the guaranteed impressions.

The display portion of the MiQ plan will deliver **14.2 million paid impressions** with an estimated **1.4 million added value impressions**.

Mi-Q will also be included in the Winter Holiday recommendation.

HCode Media

With a fully integrated offering including proprietary first-party data and more than 375 publisher partners, HCode has an innovative one-stop-solution for reaching over 32 million Hispanic digital users each month. HCode will use a variety of high impact display units to reach the target audience and drive awareness on reducing impaired driving fatalities.

HCode will deliver **3.5 million paid impressions**. It is estimated that the buy will also include **178,000 added value impressions**.

H-Code will also be included in the Winter Holiday recommendation.

Note: In addition to MiQ and HCode, Unanimo Deportes will be included in the Winter Holiday recommendation.

Digital Video (OLV)

MiQ – Recently New Partner

To complement the display tactics, MiQ will also use OLV to reach the NHTSA audience through their advanced audience targeting platform. NHTSA will be in front of lifestyle, news and driving safety content to make sure the message is getting in front of the target audience within relevant content.

In 2020, MiQ overdelivered by 100% for the Winter Holiday Impaired Driving campaign, achieving double the guaranteed impressions.

The OLV portion of the MiQ plan will deliver **2.8 million paid impressions**.

Mi-Q will also be included in the Winter Holiday recommendation.

YouTube

YouTube will be run in-house through an internal Google team to maintain not only a cost-effective Cost Per Completed View (CPCV), but also brand safety placement.

YouTube will deliver **13.2 million total impressions**.

YouTube will also be included in the Winter Holiday recommendation.

Note: In addition to MiQ and YouTube, Unanimo Deportes will be included in the Winter Holiday recommendation.

Streaming Audio

Pandora

The Hispanic plan with Pandora will also make use of mobile audio. As with the general market plan, the ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and is engaging with the app, not while driving.

Pandora will deliver **4.1 million paid impressions**.

Pandora will also be included in the Winter Holiday recommendation.

Spotify

Similar to the general market plan, the Spanish-speaking plan with Spotify will also make use of Audio Everywhere and “in-car everywhere” offerings.

Spotify will deliver **4.9 million paid impressions**.

Spotify will also be included in the Winter Holiday recommendation.

The Trade Desk

TTD will be used to deliver a Spanish-language audio message through the Open Audio Exchange inventory.

TTD will deliver **5.0 million paid impressions** for the audio portion of the buy.

TTD will also be included in the Winter Holiday recommendation.

Digital Display

The Trade Desk

TTD will be used to deliver banners across desktop and in-app through Open Exchange and PMP inventory targeted to the Hispanic audience.

TTD will deliver **26 million total impressions** for the display portion of the buy.

TTD will also be included in the Winter Holiday recommendation.

Waze

Waze will utilize high-impact, zero-speed takeovers in order to reach the target audience safely in their vehicle. These ads only populate on the map once the user has been at a complete stop and is not in motion.

Waze will deliver **2.5 million total impressions**.

Waze will run during Labor Day only.

Paid Social Media

As with the general market plan, paid social will be leveraged to drive messaging retention and increase view time on Impaired Driving messaging. NHTSA will leverage the Video View objective across Facebook, Instagram and Twitter optimizing toward ThruPlays.

The Spanish-language paid social plan will generate an estimated 2.9 million ThruPlays and approximately **7.1 million impressions on Facebook/Instagram and 633,000 on Twitter, for a total of 7.8 million impressions**.

Facebook, IG, and Twitter will also be included in the Winter Holiday recommendation.

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
English and Spanish TV				Total: 66,209,600
	Azteca	431,000	0	431,000
	beIN Sports	479,000	0	479,000
	Continuum TV Network	7,228,927	0	7,228,927
	Estrella	399,000	0	399,000
	NBC Sports Network	4,064,000	0	4,064,000
	Simulmedia-English	33,688,965	0	33,688,965
	Simulmedia-Spanish	5,203,597	0	5,203,597
	Telemundo	1,218,000	0	1,218,000
	Turner Sports	7,361,111	0	7,361,111
	Univision	540,000	0	540,000
	XandrTV	5,596,000	0	5,596,000
English and Spanish Radio				Total: 296,495,904
	Compass	21,692,400	21,692,400	43,384,800
	Entravision-Spanish	4,758,900	722,400	5,481,300
	Focus360	11,456,600	1,667,000	13,123,600
	HRN-Spanish	2,165,100	526,800	2,691,900
	iHeartMedia—Premiere	38,443,700	25,275,980	63,719,680
	IHeartMedia-Spanish	2,698,514	468,260	3,166,774
	SBS AIRE	4,106,000	4,570,570	8,676,570
	Skyview	21,049,680	9,870,700	30,920,380
	United Stations	36,107,600	5,557,000	41,664,600
	Univision	2,745,100	18,000	2,763,100
	Westwood One	57,105,400	23,797,800	80,903,200
Out-of-Home				Total: 32,658,247
	C-Green	4,166,748	1,388,916	5,555,664
	MLB In-Stadium Signage	15,883,000	0	15,883,000
	NCM	4,819,174	708,248	5,527,422
	ScreenVision	2,574,019	3,118,142	5,692,161
English and Spanish Digital - Direct				Total: 121,500,829
	Bleacher Report	20,975,205	250,000	21,225,205
	ChiveTV	3,333,332	500,000	3,833,332
	ESPN	13,332,440	0	13,332,440
	Fandom	8,344,444	1,100,000	9,444,444
	Genius	11,170,129	6,000,000	17,170,129
	H. Code - Spanish	3,567,308	178,365	3,745,673
	IGN	7,011,029	1,486,000	8,497,029
	MiQ - Spanish	14,285,714	1,428,571	15,714,285
	NBCUniversal	1,360,510	136,051	1,496,561

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
Digital (Direct) Continued				
	Twitch	4,761,905	458,334	5,220,239
	Uproxx	7,494,918	0	7,494,918
	Vox	5,139,394	600,000	5,739,394
	Whistle	2,403,846	0	2,403,846
	WWE	6,183,334	0	6,183,334
English and Spanish Streaming Audio				Total: 63,798,672
	Barstool Sports Podcast	2,885,000	0	2,885,000
	Midroll	11,623,438	375,000	11,998,438
	Pandora	13,085,888	0	13,085,888
	Pandora - Spanish	4,187,499	0	4,187,499
	Spotify	20,020,340	0	20,020,340
	Spotify Podcasts	1,590,000	0	1,590,000
	Spotify - Spanish	4,933,468	0	4,933,468
	The Trade Desk Audio - Spanish	5,098,039	0	5,098,039
English and Spanish Digital Video				Total: 56,585,634
	MiQ - Spanish	2,857,143	0	2,857,143
	Samba	8,619,529	0	8,619,529
	Tremor	4,451,309	200,000	4,651,309
	The Trade Desk—Open Exchange	11,458,333	0	11,458,333
	VideoAmp	3,571,429	178,571	3,750,000
	YouTube	11,998,437	0	11,998,437
	YouTube – Spanish	13,250,883	0	13,250,883
English and Spanish Display				Total: 114,329,770
	Aki	12,539,185	1,253,918	13,793,103
	The Trade Desk	51,666,667	0	51,666,667
	The Trade Desk - Spanish	26,000,000	0	26,000,000
	Undertone	8,220,000	900,000	9,120,000
	Waze	11,250,000	0	11,250,000
	Waze - Spanish	2,500,000	0	2,500,000

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
English and Spanish OTT/CTV				Total: 30,438,081
	Sabio - Spanish	1,516,544	45,000	1,561,544
	The Trade Desk— Open Exchange	24,822,483		24,822,483
	The Trade Desk – Hulu Spanish	4,054,054		4,054,054
English and Spanish Paid Social				Total: 52,550,407
General Market	Facebook, Instagram, Twitter	44,774,244	0	44,774,244
Hispanic Market	Facebook, Instagram, Twitter	7,806,163	0	7,806,163
GRAND TOTAL		720,125,118	114,472,026	834,597,144

State-Level Campaign Extensions

The state-level media buys can execute a number of strategies to build upon the base paid media reach provided in the national media buy summary.

Television

The national plan will use linear and programmatic TV and OTT/CTV to reach the target audience with entertainment and targeted sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The national plan allows for additional GRPs/impressions from state-level efforts on cable and broadcast outlets, but attention should be paid to ensure that combined frequency levels do not overexpose the target audience. This can be achieved by focusing media dollars on local or regional sports and entertainment programming. Zoned cable can be a very efficient, low-cost way to add frequency to the national buy; however, if buying run of schedule (ROS) buys on cable, it is recommended that networks be monitored for appropriateness. For instance, Cartoon Network, Nickelodeon and Boomerang can have high ratings with the target audience, so it is best to avoid morning and daytime hours to avoid children's content.

Radio

The national plan will use radio to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. The national radio plan includes five network partners as well as programmatic buys. These schedules will include influencer activations, which will deliver an aggressive level of radio weight across terrestrial radio and streaming audio networks. With a heavy level of radio on iHeartMedia and Cumulus-owned stations in particular, state plans can consider putting radio dollars to another ownership group, especially if there are locally owned groups available in markets. They may also use other audio streaming opportunities to extend reach potential, such as Pandora and Spotify. Alternatively, States may want to use their local radio media dollars to engage local radio personality influencers to extend the reach of the campaign. Moving those dollars into non-audio opportunities can be considered as well.

Digital

State-level plans should include digital and paid social media as the target audience uses both heavily. Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the planned publisher sites and geo-target by market or by engaging a programmatic digital effort that builds off the national plan and exposes other sites to the Impaired Driving message.

Rural Markets

If state-specific data indicates that the Impaired Driving campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and out-of-home buys. This should only be considered applicable for states that have rural market issues to factor into plans.

Glossary

Television

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

TV Everywhere: A feature of broadcast TV services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, table or phone—everywhere.

Radio

Audio Streaming: Delivering real-time audio through a network connection.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Full-episode player (FEP): refers to professionally produced, TV-like content that can appear on any device type, across both apps and web browsers. This means that the content is television length, typically 30-60 minutes, with commercial breaks in between.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

Overall

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.